

Message Text

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60

ORIGIN ARA-10

INFO OCT-01 ISO-00 COME-00 EB-07 USIA-15 AID-05 RSC-01

/039 R

DRAFTED BY ARA/CEN:DHCLARE:BMH

APPROVED BY ARA/CEN:DLAZAR

ARA/ECP:ECOHEN

BIC/OIM:PCLARY

USIS:VPACE

EB:JSIMMONS (INFO)

BIC/OIM:WBASTIAN (INFO)

----- 032457

R 291945Z NOV 74

FM SECSTATE WASHDC

TO AMEMBASSY GUATEMALA

UNCLAS STATE 263169

E.O. 11652: N/A

AGS: BEXP, GT

SUBJECT: QUARTERLY REVIEW OF FY '75 CAP

REFERENCE: GUATEMALA 6022

1. WASHINGTON ACTION STAFF MET NOVEMBER 20. WAS NOW COMPOSED OF CLARE, COHEN, VANCE PACE (USIS), WALTER BASTIAN (BIC/OIM-LADIV) AND JOHN SIMMONS (EB LIAISON FOR LAT AM). PORTER CLARY ALSO ATTENDED REPRESENTING DEPT. OF COMMERCE.

2. WAS HAD FOLLOWING COMMENTS REGARDING EMBASSY'S REPORT ON STATUS ACTION CAMPAIGNS DURING FIRST QUARTER: CAMPAIGN I: PACKAGING MACHINERY. WAS WAS PLEASANTLY SURPRISED AND ENCOURAGED TO LEARN THAT 8 GUATEMALAN BUSINESSMEN HAD VISITED TRADE SHOW IN CHICAGO. WE RECOGNIZED THAT EMBASSY HAD HOPED TO INTEREST EVEN LARGER
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GROUP, BUT VIEW THIS SHOWING AS ENCOURAGING SIGN.

CAMPAIGN II: TEXTILE DYES. UPON RECEIPT OF PIMS, DEPT. OF COMMERCE WILL ASSURE WIDE DISTRIBUTION TO APPROPRIATE ASSOCIATIONS AND TRADE PUBLICATIONS. PIMS WILL BE TRANSMITTED UNDER COVER OF COMMERCE LETTER REQUESTING ASSOCIATIONS TO PUBLICIZE THE POST'S INTEREST IN RECEIVING CATALOGUES. IT IS HOPED THAT A SUFFICIENT

NUMBER OF SUPPLIERS WILL PROVIDE CATALOGUES TO THE EMBASSY SO THAT EMBASSY WILL BE IN A POSITION TO FOLLOW UP ON LEADS DEVELOPED DURING PIMS. WAS LOOKING FORWARD TO EMBASSY'S FOLLOW-UP REPORTING ON NUMBER OF CATALOGUES ACTUALLY RECEIVED AS A RESULT OF THIS EFFORT BY COMMERCE. CAMPAIGN III: MEXICAN TRADE CENTER. COMMERCE WILL CONSULT WITH MEXICAN TRADE CENTER REGARDING APPARENT DELAYS IN PROVIDING POST WITH FLYERS AND WITH BROCHURES FOR TRADE CENTER SHOWS. CATALOGUES FOR MEXICAN TRADE CENTER SHOWS, HOWEVER, ARE NOT AVAILABLE UNTIL SHORTLY BEFORE EXPOSITION OPENS. ACCORDINGLY, IT IS UNLIKELY THAT CATALOGUES WILL BE MADE AVAILABLE TO POST USEFULLY FAR IN ADVANCE. POST MAY WISH TO CONSIDER CONCENTRATING ON TWO OF FORTHCOMING MEXICAN SHOWS: THAT ON PROCESS CONTROL EQUIPMENT IN JANUARY AND MAY SHOW ON MEDICAL EQUIPMENT. COMMERCE WILL MAKE SPECIAL EFFORT TO MAKE SURE THAT POST RECEIVES MAXIMUM AMOUNT PROMOTIONAL MATERIALS AS EARLY AS POSSIBLE FOR THESE TWO SHOWS. CAMPAIGN V: TOPS PROMOTIONS. CLARE TOOK OPPORTUNITY TO BRIEF WAS ON HIS IMPRESSIONS OF TOPS PROMOTION WITNESSED AT EMBASSY DURING RECENT TRIP. WAS APPLAUDED EMBASSY'S EFFORTS IN THIS REGARD. SURVEY CAMPAIGN: WAS CONSIDERED GUATEMALA'S PIMS AND OVER-VIEWS AS BEST FROM ENTIRE AREA.

3. NEW CAMPAIGN: WAS DISCUSSED AT LENGTH PROBLEM IDENTIFIED UNDER RUBRIC OF NEW CAMPAIGN. AS FIRST STEP, COMMERCE WILL BE PROVIDING POST WITH WORLD TRADE DIRECTORIES FOR LOUISIANA AND FLORIDA. IN ADDITION, TEAM FROM DEPARTMENT WILL BE VISITING USDOC OFFICES IN THIS AREA EARLY 1975. THEY WILL PLACE SPECIAL EMPHASIS ON LOOKING INTO PROBLEMS OUTLINED BY POST. UNCLASSIFIED

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WE WOULD PREFER TO EXPLORE OPPORTUNITIES TO IMPROVE SERVICES TO QUOTE DROP-IN VISITORS UNQUOTE AT LEAST IN THE FIRST INSTANCE, FROM THE WASHINGTON SIDE. WE ARE SYMPATHETIC WITH THE DESIRE OF POST TO HAVE FIRST-HAND KNOWLEDGE OF INDIVIDUALS AND ORGANIZATIONS LIKELY TO BE HELPFUL TO FOREIGN VISITORS FROM THEIR AREAS, THUS WE DO NOT NECESSARILY RULE OUT TRIP SUCH AS SUGGESTED IN ACTION 1 FOR SOME TIME IN THE FUTURE.

4. WAS DISCUSSED THE POINTS RAISED IN GUATEMALA'S
A-181 AND A-165. DEPT. OF COMMERCE LOOKING INTO THESE
POINTS AND WILL BE SENDING LETTER TO COMMERCIAL ATTACHE
RESPONDING TO THEM.

5. WAS CONTINUES TO BE HEARTENED AND APPRECIATIVE
BY EFFORTS BEING UNDERTAKEN IN PURSUANCE OF CAP. INGERSOLL

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